

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

<b>Serial Number</b>	10/607,073
<b>Confirmation Number</b>	6550
<b>Filing Date</b>	Jun 26, 2003
<b>Title of Application</b>	ContextSensitive Television Tags
<b>First Named Inventor</b>	Allyson M. Krieger
<b>Assignee</b>	Microsoft Corporation
<b>Group Art Unit</b>	2623
<b>Examiner</b>	Nnenna N. Ofurum
<b>Attorney Docket Number</b>	MS1-1486US
<b>Nature of the Office Communication to which this is responding</b>	Non-Final Office Action
<b>Date of the Office Communication</b>	8/10/07
<b>Nature of this Document</b>	Response to Non-Final Office Action

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**Brief Summary of Selected Substantive Portions of this Response**

[0001] Independent claims 1, 57, 63 and 67 have been amended to clarify the term "TV tag". Claims 19, 56, and 72-74 have been canceled. The remaining claims have been left in their original form as the relied upon art does not teach a selectable TV tag as used in the present application.

**[0002]** This brief summary is not intended to represent the Applicant's full response to the Action. Rather, it is merely a brief summary of selected substantive portions of the response herein.

## **SPECIFICATION AMENDMENTS**

None